

Accommodation, Food Services, and Other Services

This section presents statistics relating to services other than those covered in the previous few sections (22 to 26) on domestic trade, transportation, communications, financial services, and recreation services. Data shown for the services are classified by kind of business and cover sales or receipts, establishments, employees, payrolls, and other items. The principal sources of these data are from the Census Bureau and include the *2002 Economic Census* reports, annual surveys, and the *County Business Patterns* program. These data are supplemented by data from several sources such as the National Restaurant Association on food and drink sales (Table 1271), the American Hotel & Motel Association on lodging (Table 1268), and Universal McCann and Publishers Information Bureau on advertising (Tables 1274 and 1275, respectively).

Data on these services also appear in several other sections. For instance, labor force employment and earnings data appear in Section 12, Labor Force; gross domestic product of the industry (Table 660) appear in Section 13, Income, Expenditures, and Wealth; and financial data (several tables) from the quarterly *Statistics of Income Bulletin*, published by the Internal Revenue Service, appear in Section 15, Business Enterprise.

Censuses—Limited coverage of the service industries started in 1933. Beginning with the 1967 census, legislation provides for a census of each area to be conducted every 5 years (for years ending in “2” and “7”). For more information on the most current census, see the *History of the 1997 Economic Census* found at <<http://www.census.gov/prod/ec97/pol00-hec.pdf>>. The industries covered in the censuses and surveys of business are those classified in 13 sectors defined in the *North American Industry Classification System*, called NAICS (see below). All Census Bureau tables in this section are utilizing the new NAICS codes, which

replaced the Standard Industrial Classification (SIC) system. NAICS makes substantial structural improvements and identifies over 350 new industries. At the same time, it causes breaks in time series far more profound than any prior revision of the previously used SIC system. For information on this system and how it affects the comparability of statistics historically, see text, Section 15, Business Enterprise, and especially the Census Web site at <<http://www.census.gov/epcd/www/naics.html>>.

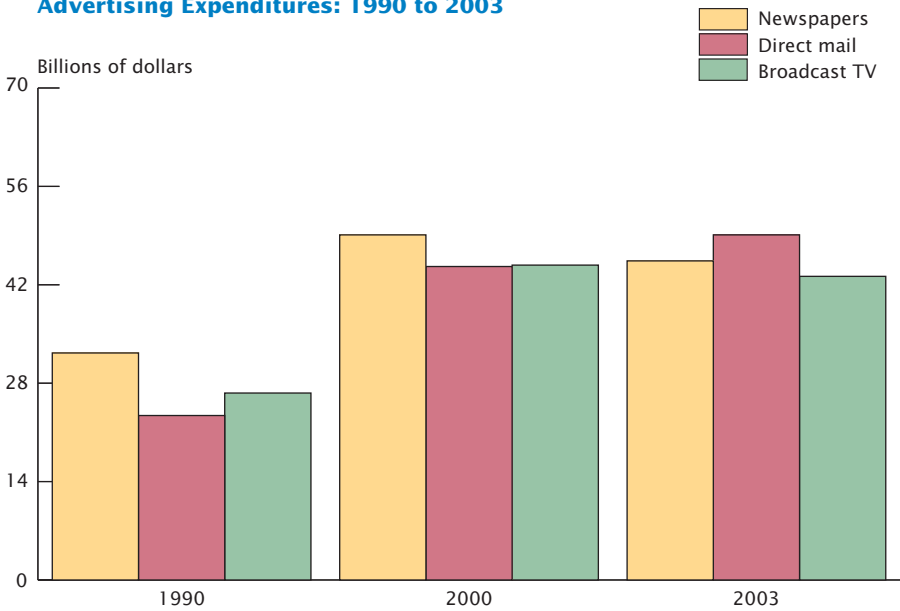
The *Accommodation and Food Services sector* (NAICS sector 72) comprises establishments providing customers with lodging and/or prepared meals, snacks, and beverages for immediate consumption. The *Other Services (Except Public Administration) sector* (NAICS sector 81) covers establishments with payroll engaged in providing services not specifically provided for elsewhere in the NAICS. Establishments in this sector are primarily engaged in activities such as repair and maintenance of equipment and machinery, personal and laundry services, and religious, grantmaking, civic, professional, and similar organizations. Establishments providing death care services, pet care services, photofinishing services, temporary parking services, and dating services are also included. Private households that employ workers on or about the premises in activities primarily concerned with the operation of the household are included in this sector but are not included in the scope of the census. In general, the 2002 Economic Census has two series of publications and documents for these two sectors: 1) subject series with reports on such as commodity line sales and establishment and firm sizes and 2) geographic reports with individual reports for each state. For information on these series, see the Census Web site at <<http://www.census.gov/econ/census02>>.

Current surveys—The Service Annual Survey provides annual estimates of nationwide receipts for selected personal, business, leasing and repair, amusement and entertainment, social and health, and other professional service industries in the United States. For selected accommodation, social, health, and other professional service industries, separate estimates are developed for receipts of taxable firms and revenue and expenses for firms and organizations exempt from federal income taxes. Several service sectors from this survey are covered in other sections of this publication. The estimates

for tax exempt firms in these industries are derived from a sample of employer firms only. Estimates obtained from annual and monthly surveys are based on sample data and are not expected to agree exactly with results that would be obtained from a complete census of all establishments. Data include estimates for sampling units not reporting.

Statistical reliability—For a discussion of statistical collection and estimation, sampling procedures, and measures of statistical reliability applicable to Census Bureau data, see Appendix III.

Figure 27.1
Advertising Expenditures: 1990 to 2003



Source: Chart prepared by U.S. Census Bureau. For data, see Table 1274.

No. 1262. Service Related Industries—Establishments, Sales, Employees, and Payroll: 2002

[917,006,982 represents \$917,006,982,000 except as indicated. Covers establishments with payroll. These data are preliminary and are subject to change. For statement on methodology, see Appendix III]

Kind of business	NAICS code ¹	Establishments (number)	Sales, receipts, revenue, or shipments (\$1,000)	Annual payroll (\$1,000)	Paid employees (number)
Professional, scientific, and technical services . . .	54	778,612	917,006,982	381,437,040	7,791,084
Management of companies and enterprises	55	(S)	(S)	(S)	(S)
Administrative and support and waste management and remediation services	56	353,559	449,563,340	204,966,326	8,886,637
Administrative and support services	561	335,088	398,250,265	192,860,409	8,544,579
Waste management and remediation services	562	18,471	51,313,075	12,105,917	342,058
Accommodation and food services	72	562,059	463,375,143	128,683,108	10,836,365
Accommodation	721	(S)	(S)	(S)	(S)
Food services and drinking places	722	(S)	(S)	(S)	(S)
Other services (except public administration) . . .	81	539,476	319,554,700	84,434,989	3,621,780
Repair and maintenance	811	232,075	119,308,233	35,106,918	1,325,657
Personal and laundry services	812	200,530	74,475,393	23,060,868	1,346,636
Religious, grantmaking, civic, professional, and similar organizations	813	106,871	125,771,074	26,267,203	949,487

S Estimates did not meet publication standards. ¹ North American Industry Classification System, 2002; see text, Section 15.

Source: U.S. Census Bureau, 2002 Economic Census, Advance Summary Statistics for the United States 2002 NAICS Basis, issued March 2004 See also: <<http://www.census.gov/econ/census02/advance/TABLE1.htm>>.

No. 1263. Services Related Industries—Establishments, Sales, Employees, and Payroll: 1997 and 2002

[595,251 represents \$595,251,000,000 except as indicated. Covers establishments with payroll. These data are preliminary and are subject to change. For statement on methodology, see Appendix III]

Kind of business	NAICS code ¹	1997				2002			
		Establishments (number)	Sales, receipts, revenue, or shipments (mil. dol.)	Annual payroll (mil. dol.)	Paid employees	Establishments (number)	Sales, receipts, revenue, or shipments (mil. dol.)	Annual payroll (mil. dol.)	Paid employees
Professional, scientific, and technical services	54	621,129	595,251	231,399	5,361,210	746,964	896,343	374,515	7,508,866
Professional, scientific, and technical services	541	621,129	595,251	231,399	5,361,210	746,964	896,343	374,515	7,508,866
Administrative and support and waste management and remediation services	56	276,393	295,936	137,337	7,347,366	276,040	413,623	193,517	8,344,783
Administrative and support services	561	260,025	256,591	128,438	7,066,658	257,569	362,310	181,411	8,002,725
Waste management and remediation services	562	16,368	39,346	8,899	280,708	18,471	51,313	12,106	342,058
Accommodation and food services	72	545,068	350,399	97,007	9,451,226	562,059	463,375	128,683	10,836,365
Accommodation	721	58,162	98,457	26,674	1,696,659	(S)	(S)	(S)	(S)
Food services and drinking places	722	486,906	251,942	70,334	7,754,567	(S)	(S)	(S)	(S)
Other services (except public administration)	81	519,715	265,898	65,520	3,256,178	527,508	315,049	82,670	3,527,621
Repair and maintenance	811	235,466	105,154	29,875	1,276,389	232,949	120,365	35,459	1,366,997
Personal and laundry services	812	185,484	57,879	18,577	1,217,185	192,333	72,893	22,591	1,311,387
Religious, grantmaking, civic, professional, and similar organizations	813	98,765	102,864	17,068	762,604	102,226	121,790	24,619	849,237

S Estimates did not meet publication standards. ¹ North American Industry Classification System, 1997; see text, Section 15.

Source: U.S. Census Bureau, 2002 Economic Census, Advance Comparative Statistics for the United States, issued March 2004 See also: <<http://www.census.gov/econ/census02/advance/table2.htm>>.

No. 1264. Service-Related Industries—Nonemployer Establishments and Receipts by Kind of Business: 2000 to 2002

[2,420 represents 2,420,000. Includes only firms subject to federal income tax. Nonemployers are businesses with no paid employees. Based on the North American Industry Classification System, 1997 (NAICS), see text, Section 15]

Kind of business	NAICS code	Establishments (1,000)			Receipts (mil. dol.)		
		2000	2001	2002 ¹	2000	2001	2002 ¹
Professional, scientific & technical services	54	2,420	2,446	2,553	90,272	91,292	96,395
Management, sci & tech consulting services	5416	383	380	465	17,123	16,947	18,637
Admin/support waste mgt/remediation services	56	1,032	1,076	1,263	23,754	24,851	26,910
Administrative & support services	561	1,017	1,061	1,244	22,858	23,940	25,826
Accommodation & food services	72	218	226	242	13,418	13,472	14,178
Accommodation	721	51	52	52	3,528	3,554	3,766
Food services & drinking places	722	167	174	190	9,890	9,917	10,412
Other services (except public administration) ²	81	2,350	2,433	2,459	55,056	57,653	60,468
Repair & maintenance ²	811	624	632	643	21,139	21,844	22,817
Automotive R&M	8111	263	265	271	11,492	11,915	12,182
Personal & household goods R&M	8114	264	271	274	6,109	6,344	6,831
Personal & laundry services	812	1,562	1,632	1,642	31,459	33,234	35,127
Personal care services	8121	598	631	666	11,631	12,643	13,582

¹ Preliminary data. ² Includes other kinds of business not shown separately.

Source: U.S. Census Bureau, "Nonemployer Statistics"; published May 2004; <<http://www.census.gov/epcd/nonemployer/>>.

No. 1265. Service-Related Industries—Establishments, Employees, and Payroll by Industry: 2000 and 2001

[7,070 represents 7,070,000. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

Kind of business	NAICS code	Establishments (1,000)		Employees (1,000)		Payroll (bil. dol.)	
		2000	2001	2000	2001	2000	2001
All industries, total	(X)	7,070	7,095	114,065	115,061	3,879	3,989
Professional, scientific, & technical services	54	723	736	6,816	7,157	362	374
Professional, scientific, & technical services	541	723	736	6,816	7,157	362	374
Legal services	5411	177	177	1,089	1,110	62	67
Accounting/tax prep/bookkeep/payroll services	5412	100	102	1,164	1,191	38	38
Architectural, engineering & related services	5413	102	104	1,213	1,286	65	69
Specialized design services	5414	28	29	140	148	6	6
Computer systems design & related services	5415	100	101	1,171	1,255	85	85
Management, sci & tech consulting services	5416	97	108	712	806	44	47
Scientific R&D services	5417	13	14	359	387	25	25
Advertising & related services	5418	40	39	472	464	23	22
Other professional/scientific/technical services	5419	65	64	496	509	14	15
Management of companies & enterprises	55	47	48	2,874	2,879	211	213
Admin/support waste mgt/remediation services	56	352	363	9,138	9,062	210	221
Administrative & support services ²	561	336	346	8,847	8,761	200	210
Employment services	5613	42	45	4,573	4,364	98	101
Temporary help services	56132	28	30	3,013	2,676	59	57
Business support services	5614	35	34	702	711	17	18
Travel arrangement & reservation services	5615	33	32	308	313	10	10
Waste management & remediation services	562	16	17	291	301	11	11
Accommodation & food services	72	542	549	9,881	9,972	126	129
Accommodation ²	721	60	60	1,768	1,753	35	34
Traveler accommodation	7211	50	50	1,714	1,698	34	33
RV parks & recreational camps	7212	7	7	38	39	1	1
Food services & drinking places	722	483	488	8,113	8,220	91	95
Full-service restaurants	7221	192	193	3,897	3,963	47	49
Limited-service eating places	7222	211	216	3,385	3,407	33	35
Special food services	7223	29	29	502	514	7	8
Drinking places (alcoholic beverages)	7224	51	50	329	335	3	3
Other services (except public administration)	81	723	719	5,293	5,370	110	115
Repair & maintenance ²	811	233	231	1,334	1,343	37	38
Automotive R&M	8111	164	164	856	871	21	21
Electronic & precision equipment R&M	8112	15	15	144	141	7	6
Personal and laundry services	812	199	197	1,293	1,312	23	24
Religious/grantmaking/prof/like organizations	813	291	292	2,666	2,716	50	53

X Not applicable. ¹ Includes employees on the payroll for the pay period including March 12. ² Includes other kinds of business not shown separately.

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1266. Service-Related Industries—Establishments, Employees, and Annual Payroll by State: 2001

[374,409,080 represents \$374,409,080,000. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

State	Professional, scientific, & technical services (NAICS 54)			Admin/support waste mgt/remediation services (NAICS 56)			Accommodation and food services (NAICS 72)		
	Estab-lish-ments	Em-ploy-ees ¹	Annual pay-roll (\$1,000)	Estab-lish-ments	Em-ploy-ees ¹	Annual pay-roll (\$1,000)	Estab-lish-ments	Em-ploy-ees ¹	Annual pay-roll (\$1,000)
United States..	736,454	7,156,579	374,409,080	362,665	9,061,987	221,385,956	548,569	9,972,301	128,649,922
Alabama	8,375	76,061	3,334,028	4,089	123,738	2,454,774	6,870	127,776	1,304,633
Alaska	1,651	11,404	588,333	965	11,258	365,267	1,793	21,926	402,301
Arizona	12,785	117,366	4,729,192	7,141	189,748	4,135,469	9,429	205,693	2,540,445
Arkansas	4,872	31,999	1,082,341	2,274	63,007	1,053,946	4,464	76,932	748,423
California	96,210	1,177,669	65,613,606	42,499	1,108,895	29,507,772	64,337	1,137,789	16,119,057
Colorado	18,201	149,387	8,198,312	7,579	185,708	5,237,450	10,311	206,313	2,673,618
Connecticut	10,174	95,724	5,930,336	5,598	104,122	2,869,296	6,755	95,378	1,437,101
Delaware	2,223	19,564	1,114,496	1,225	30,194	713,006	1,608	27,263	378,750
District of Columbia	4,249	80,331	6,334,238	1,094	31,489	963,847	1,692	44,054	1,913,132
Florida	52,752	371,157	17,142,317	28,023	1,043,426	24,169,798	28,978	613,432	8,065,587
Georgia	22,446	205,699	10,806,397	10,880	334,934	8,538,482	15,047	303,213	3,631,958
Hawaii	2,838	19,500	852,402	1,751	34,208	751,384	3,036	85,949	1,648,747
Idaho	3,074	29,655	1,112,024	1,718	30,140	580,241	2,888	44,741	444,164
Illinois	35,518	353,262	20,607,684	16,192	476,766	11,507,622	23,573	416,554	5,245,707
Indiana	11,462	91,045	3,421,507	6,928	146,328	3,170,650	11,577	221,665	2,349,436
Iowa	5,601	38,349	1,314,886	3,341	62,223	1,231,595	6,436	102,977	1,003,054
Kansas	6,492	52,362	2,152,937	3,421	65,681	1,416,480	5,551	96,466	960,196
Kentucky	7,271	56,400	1,930,604	3,702	74,841	1,398,158	6,609	137,195	1,518,009
Louisiana	10,280	79,445	3,005,486	4,351	105,432	2,135,350	7,294	164,550	1,981,242
Maine	3,160	22,612	900,725	1,793	27,438	620,884	3,624	44,004	606,124
Maryland	17,030	207,526	11,103,513	7,527	165,733	4,190,891	9,099	168,647	2,225,229
Massachusetts	21,182	257,577	17,195,835	9,561	211,977	6,559,907	14,578	236,346	3,610,981
Michigan	21,522	212,598	10,174,034	12,274	298,865	7,868,602	18,793	329,888	3,847,178
Minnesota	15,077	123,646	6,395,833	6,994	145,826	3,595,188	9,947	194,845	2,277,143
Mississippi	4,180	28,387	1,012,486	2,163	48,137	790,952	4,127	98,228	1,233,085
Missouri	12,273	121,844	5,768,099	6,817	151,422	3,367,258	10,927	210,613	2,400,977
Montana	2,707	16,191	500,952	1,289	12,340	211,374	3,148	39,599	398,472
Nebraska	3,719	35,738	1,471,557	2,427	51,261	1,166,660	3,918	61,095	590,672
Nevada	5,858	42,395	1,948,112	3,316	67,938	1,718,061	3,982	267,436	6,161,122
New Hampshire	3,779	26,701	1,338,803	1,948	41,320	1,079,160	3,062	47,926	656,091
New Jersey	30,489	282,874	16,720,205	13,535	312,917	8,089,023	16,725	253,626	4,388,690
New Mexico	4,217	30,545	1,259,843	1,837	35,462	776,046	3,641	69,852	767,717
New York	53,393	554,444	34,403,364	23,188	493,679	14,524,839	38,526	511,955	8,243,386
North Carolina	18,150	158,447	7,072,529	10,571	233,720	4,858,832	15,234	281,651	3,155,774
North Dakota	1,271	9,200	279,339	787	10,912	217,052	1,723	26,361	241,049
Ohio	23,921	236,447	10,357,324	13,931	340,181	7,034,161	22,352	416,681	4,385,546
Oklahoma	8,074	53,702	2,084,032	3,870	90,510	1,767,527	6,444	109,271	1,102,456
Oregon	9,694	69,510	3,096,272	4,653	81,322	1,813,015	8,408	126,746	1,559,433
Pennsylvania	27,210	302,487	16,003,065	14,071	294,291	6,933,411	24,144	367,312	4,237,861
Rhode Island	2,795	19,490	834,791	1,678	27,119	678,086	2,604	36,976	483,799
South Carolina	8,039	65,874	2,709,892	4,862	138,534	2,691,051	7,887	154,358	1,751,199
South Dakota	1,526	8,108	252,229	881	10,393	171,126	2,213	31,020	303,361
Tennessee	9,954	96,986	3,997,260	6,302	180,803	3,940,517	9,736	198,727	2,306,052
Texas	49,728	479,969	25,726,093	23,388	775,682	20,496,765	35,508	717,945	8,765,822
Utah	5,731	58,516	2,297,077	2,970	78,145	1,656,982	4,028	81,135	863,074
Vermont	1,957	11,533	463,806	910	8,246	189,987	1,865	28,533	350,726
Virginia	21,733	305,927	17,790,511	9,507	226,279	5,484,917	12,900	251,664	3,087,098
Washington	16,331	141,642	7,309,247	8,153	125,282	3,561,751	13,258	203,038	2,682,071
West Virginia	2,893	20,679	629,289	1,428	29,927	580,063	3,231	52,958	557,600
Wisconsin	10,848	92,118	3,863,327	6,521	117,893	2,442,282	12,958	199,482	1,969,379
Wyoming	1,539	6,577	208,520	742	6,295	108,997	1,731	24,517	282,198

¹ Includes employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1267. Selected Service Industries—E-Commerce Revenue: 2001 and 2002

[36,045 represents \$36,045,000,000. Includes data only for businesses with paid employees, except for accommodation and food services, which also includes businesses with and without paid employees. Except as noted, based on the Service Annual Survey]

Kind of business	NAICS code ¹	E-commerce revenue (mil. dol.)		E-commerce as percent of total revenue, 2002	E-commerce revenue, percent distribution, 2002
		2001	2002		
Selected service industries, total	(X)	36,045	41,463	0.9	100
Selected transportation and warehousing ²	48-49	2,810	3,429	1.4	8.3
Information ³	51	10,438	11,059	1.3	26.6
Publishing industries	511	4,941	5,362	2.3	12.9
Online information services	51419	1,850	1,823	5.7	4.4
Selected finance ⁴	52	3,754	4,191	1.6	10.1
Securities and commodity contracts intermediation and brokerage	5231	3,570	4,071	2.5	9.8
Rental and leasing services	532	(S)	(S)	(S)	(S)
Selected professional, scientific, and technical services ⁵	54	5,237	6,490	0.8	15.6
Computer systems design and related services	5415	3,526	4,267	2.6	10.3
Selected administrative and support and waste management and remediation services ⁶	56	9,612	10,463	2.5	25.2
Health care and social assistance services	62	(S)	(S)	(S)	(S)
Arts, entertainment, and recreation services	71	(S)	(S)	(S)	(S)
Accommodation and food services	72	(S)	(S)	(S)	(S)
Selected other services ⁷	81	656	1,097	0.3	2.6

S Data do not meet publication standards because of high sampling variability or poor response quality. X Not applicable. ¹ North American Industry Classification System, 1997; see text, Section 15. ² Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation) and 491 (postal service). ³ Includes other industries not listed separately. ⁴ Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), NAICS 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities) and 525 (funds and trusts). ⁵ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services). ⁶ Excludes NAICS 56173 (landscaping services). ⁷ Based on Annual Retail Trade Survey. ⁸ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations) and 814 (private households).

Source: U.S. Census Bureau, "E-Stats"; published 15 April 2004; <<http://www.census.gov/eos/www/ebusiness614.htm>>.

No. 1268. Lodging Industry Summary: 1990 to 2002

Year	Average occupancy rate (percent)	Average room rate (dol.)	Room size of property	2002		Item	2002																							
				Estab-lish-ments	Rooms (mil.)		Business traveler	Leisure traveler																						
1990	63.3	57.96	Total	47,040	4.4	Typical night: Made reservations (percent) Amount paid Length of stay (percent): One night Two nights Three or more	\$93.00	\$85.00																						
1995	65.5	66.65	Percent: Under 75 rooms 75-149 rooms 150-299 rooms 300-500 rooms Over 500 rooms	57.1	25.6				91	83																				
1996	65.2	70.93									30.1	34.4	25	27																
1997	64.5	75.31													9.4	20.1	42	46												
1998	64.0	78.62																	2.3	9.3	25	27								
1999	63.2	81.33																					1.1	10.6	33	27				
2000	63.7	85.89																												
2001	60.3	88.27																												
2002	59.1	83.54																												

Source: American Hotel & Motel Association, Washington, DC, *Lodging Industry Profile* (copyright).

No. 1269. National Nonprofit Associations—Number by Type: 1980 to 2003

[Data compiled during last few months of year previous to year shown and the beginning months of year shown]

Type	1980	1985	1990	1995	1997	1998	1999	2000	2001	2002	2003
Total	14,726	19,121	22,289	22,663	22,901	22,049	22,474	21,840	22,449	22,141	22,464
Trade, business, commercial	3,118	3,719	3,918	3,757	3,755	3,714	3,815	3,880	3,922	3,883	3,818
Agriculture and environment	677	882	940	1,122	1,124	1,107	1,113	1,103	1,120	1,125	1,137
Legal, governmental, public admin., military	529	658	792	776	780	755	778	790	807	814	832
Scientific, engineering, tech	1,039	1,270	1,417	1,355	1,381	1,306	1,332	1,302	1,317	1,309	1,326
Educational	2,376	2,822	2,291	2,290	2,310	2,274	2,321	2,297	2,346	2,307	2,301
Cultural	(¹)	(¹)	1,886	1,918	1,918	1,841	1,876	1,786	1,812	1,766	1,749
Social welfare	994	1,450	1,705	1,885	1,934	1,896	1,913	1,829	1,925	1,917	1,941
Health, medical	1,413	1,886	2,227	2,348	2,453	2,383	2,481	2,495	2,574	2,601	2,808
Public affairs	1,068	1,935	2,249	2,148	2,113	1,855	1,877	1,776	1,857	1,808	1,836
Fraternal, nationality, ethnic	435	492	573	552	541	542	552	525	537	529	557
Religious	797	953	1,172	1,230	1,230	1,156	1,151	1,123	1,160	1,154	1,155
Veteran, hereditary, patriotic	208	281	462	686	745	861	877	835	834	785	802
Hobby, avocational	910	1,311	1,475	1,549	1,548	1,468	1,463	1,330	1,408	1,380	1,435
Athletic sports	504	737	840	838	836	765	782	717	762	730	760
Labor unions	235	252	253	245	245	235	235	232	233	218	211
Chambers of Commerce ²	105	142	168	168	162	129	146	143	142	141	139
Greek and non-Greek letter societies	318	331	340	336	335	313	313	296	312	301	309
Fan clubs	(NA)	(NA)	581	460	491	449	449	381	381	373	348

NA Not available. ¹ Data for cultural associations included with educational associations. ² National and binational. Includes trade and tourism organizations.

Source: Gale Group, Farmington Hills, MI. Compiled from *Encyclopedia of Associations*, annual (copyright).

No. 1270. Accommodation and Food Services—Establishments, Employees, and Payroll by Kind of Business: 2000 and 2001

[9,881 represents 9,881,000. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

Kind of business	NAICS code	Establishments (number)		Employees (1,000)		Payroll (mil. dol.)	
		2000	2001	2000	2001	2000	2001
Accommodation & food services, total	72	542,411	548,569	9,881	9,972	125,582	128,650
Accommodation	721	59,851	60,196	1,768	1,753	34,708	34,096
Traveler accommodation	7211	49,736	50,206	1,714	1,698	33,661	32,986
Hotels (exc. casino hotels) & motels	72111	45,554	45,972	1,379	1,377	25,181	24,807
Casino hotels	72112	288	304	312	297	8,143	7,837
Other traveler accommodation	72119	3,894	3,930	24	24	337	342
Bed & breakfast inns	721191	2,999	3,042	19	20	254	265
All other traveler accommodation	721199	895	888	5	5	83	77
RV parks & recreational camps	7212	6,975	7,000	38	39	843	901
RV parks & campgrounds	721211	3,691	3,750	18	18	334	351
Recreational/vacation camps (exc. campgrounds)	721214	3,284	3,250	20	21	509	550
Rooming & boarding houses	7213	3,140	2,990	16	16	204	209
Food services & drinking places	722	482,560	488,373	8,113	8,220	90,874	94,554
Full-service restaurants	7221	192,342	193,262	3,897	3,963	46,707	48,702
Limited-service eating places	7222	210,895	215,793	3,385	3,407	33,454	34,789
Limited-service restaurants	722211	170,565	173,753	2,968	2,997	28,852	30,134
Cafeterias	722212	4,139	4,464	70	70	875	890
Snack & nonalcoholic beverage bars	722213	36,131	37,576	348	341	3,728	3,765
Special food services	7223	28,745	29,345	502	514	7,367	7,576
Food service contractors	72231	16,894	17,330	377	385	5,632	5,771
Caterers	72232	8,714	9,058	109	113	1,470	1,543
Mobile food services	72233	3,137	2,957	16	16	265	262
Drinking places (alcoholic beverages)	7224	50,578	49,973	329	335	3,345	3,486

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1271. Commercial and Noncommercial Groups—Food and Drink Establishments and Sales: 1990 to 2004

[238,149 represents \$238,149,000,000. Excludes military. Data refer to sales to consumers of food and alcoholic beverages. Sales are estimated. For details, see source]

Type of group	Establishments, 2000	Sales (mil. dol.)						
		1990	1995	2000	2001	2002	2003	2004 ¹
Total	868,581	238,149	294,631	377,652	392,175	406,334	419,876	438,405
Commercial restaurant services ^{2 3}	685,932	211,606	265,910	345,345	358,990	373,632	385,442	403,178
Eating places ²	444,830	155,552	198,293	259,743	271,797	283,594	293,263	306,262
Full-service restaurants	205,838	77,811	96,396	133,834	139,990	146,149	150,976	157,921
Limited-service restaurants ⁴	183,223	⁵ 69,798	⁵ 92,901	107,147	111,648	116,113	119,253	123,904
Snack and nonalcoholic beverage bars	45,179	(⁵)	(⁵)	12,867	14,227	15,350	17,196	18,589
Bars and taverns ⁶	51,303	9,533	9,948	12,412	12,673	13,270	13,418	13,848
Managed services ²	19,430	14,149	18,186	24,841	25,832	26,841	27,584	29,304
Manufacturing and industrial plants	(NA)	3,856	4,814	6,223	6,236	6,185	6,142	6,440
Colleges and universities	(NA)	2,788	3,989	5,879	6,343	6,762	7,324	7,836
Lodging places	13,276	13,568	15,561	19,438	18,432	18,458	18,771	19,875
Retail hosts ^{2 7}	133,526	9,513	12,589	14,869	15,624	16,443	16,971	17,781
Department store restaurants	4,111	876	1,038	903	910	(NA)	(NA)	(NA)
Grocery store restaurants ⁷	60,541	5,432	6,624	7,116	7,440	(NA)	(NA)	(NA)
Gasoline service stations	52,441	1,718	2,520	4,693	4,969	(NA)	(NA)	(NA)
Recreation and sports	15,485	2,871	3,866	4,772	4,995	5,105	5,349	5,615
Noncommercial restaurant services ²	182,649	26,543	28,722	32,307	33,185	32,702	34,434	35,227
Employee restaurant services	4,049	1,864	1,364	986	902	826	708	676
Industrial, commercial organizations	1,812	1,603	1,129	717	628	(NA)	(NA)	(NA)
Educational restaurant services	102,087	7,671	9,059	9,977	10,094	9,990	(NA)	(NA)
Elementary and secondary schools	97,925	3,700	4,533	5,039	5,080	4,974	5,075	5,024
Hospitals	5,791	8,968	9,219	9,982	10,484	10,006	11,181	11,494
Miscellaneous ³	33,966	2,892	3,673	4,898	5,008	5,096	(NA)	(NA)
Clubs	10,514	1,993	2,278	3,164	3,196	(NA)	(NA)	(NA)

NA Not available. ¹ Projection. ² Includes other types of groups, not shown separately. ³ Data for establishments with payroll. ⁴ Fast-food restaurants. ⁵ Snack and nonalcoholic beverage bars included in limited service restaurants. ⁶ For establishments serving food. ⁷ Includes a portion of delicatessen sales in grocery stores.

Source: National Restaurant Association, Washington, DC, *Restaurant Numbers: 25 Year History, 1970-1995*, 1998; *Restaurant Industry in Review*, annual; and *National Restaurant Association Restaurant Industry Forecast*, December 2003 (copyright).

No. 1272. Professional, Scientific, and Technical Services-Estimated Revenue for Employer and Nonemployer Firms: 1999 to 2002

[In millions of dollars. (813,217 represents \$813,217,000,000). Estimates are based on data from the 2002 Service Annual Survey and administrative data. Estimates for 2001 are revised to reflect the latest administrative data for nonemployers. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Kind of business	NAICS code	Employer and nonemployer firms				Taxable employer firms			
		1999	2000	2001	2002	1999	2000	2001	2002
Professional, scientific, and technical services (except notaries and landscape architectural services)	54	813,217	894,781	932,172	940,970	710,314	786,451	822,472	826,867
Legal services (except notaries)	5411	157,916	164,573	175,621	184,305	144,912	151,082	161,340	169,257
Offices of lawyers	54111	151,847	158,603	168,964	177,107	139,330	145,617	155,263	162,742
Other legal services	54119	6,069	5,970	6,656	7,198	5,581	5,465	6,077	6,515
Accounting, tax preparation, bookkeeping, and payroll services	5412	72,263	79,398	84,158	84,890	66,783	73,561	77,960	78,424
Architectural, engineering, & related services (except landscape architectural services)	5413	148,240	166,709	174,823	176,142	141,191	159,105	166,993	168,343
Specialized design services	5414	20,786	23,120	23,018	21,953	16,478	18,276	18,133	17,311
Computer systems design and services	5415	163,554	185,501	184,162	172,138	154,286	175,338	174,367	162,175
Management, scientific, and technical consulting services	5416	96,530	105,663	115,026	121,511	79,973	88,540	98,079	104,022
Scientific research and development services	5417	45,739	51,428	57,473	63,006	28,743	33,221	38,796	42,917
Advertising and related services	5418	65,605	73,593	71,884	69,553	60,436	68,267	66,753	64,535
Advertising agencies	54181	22,419	26,350	25,937	25,740	21,253	25,149	24,780	24,589
Public relations agencies	54182	7,026	8,693	8,248	8,283	6,061	7,699	7,290	7,348
Display advertising	54185	6,244	6,701	6,363	6,523	5,960	6,409	6,081	6,226
Direct mail advertising	54186	9,929	10,359	10,708	10,531	9,415	9,830	10,198	10,013
All other advertising	5418x	19,987	21,489	20,629	18,475	17,747	19,181	18,405	16,360
Other professional, scientific, and technical services (except veterinary services)	5419	42,584	45,246	46,046	47,472	17,512	19,026	20,052	19,884
Marketing research and public opinion polling	54191	9,572	10,177	9,947	9,526	8,936	9,478	9,257	8,834
Photographic services	54192	7,901	8,238	8,286	7,984	5,783	6,000	6,125	5,883

¹ Estimates for NAICS 541191 (title abstract and settlement offices), not shown separately, have not been adjusted using the results of the 1997 Economic Census.

Source: U.S. Census Bureau, "Service Annual Survey 2002"; published February 2004; <<http://www.census.gov/prod/2004pubs/sas-02.pdf>>.

No. 1273. Computer Systems Design and Related Services- Estimated Revenue for Employer Firms: 2002

[In millions of dollars (162,175 represents \$162,175,000,000). See headnote Table 1272]

Kind of business	Amount	Kind of business	Amount
Computer systems design and related services (NAICS 5415) total	162,175	Information technology infrastructure (computer) and network management services	3,509
Information tech. design and development total	70,505	Information technology technical support services	4,539
Custom application design and development	30,166	Information technology consulting services	6,786
Computer systems design, development, and integration services	32,996	Software publishing	3,250
Network design and development services	7,343	Other services revenue	2,974
Information technology infrastructure (computer) and network management services	20,926	Computer systems design services (NAICS 541512) total	77,166
Information technology technical support services	16,990	Information technology design and development, total	36,669
Information technology consulting services	14,316	Custom application design and development	8,329
Software publishing	7,300	Computer systems design, development, and integration services	22,590
Data storage services	1,293	Network design and development services	5,751
Data management services	3,080	Information technology infrastructure (computer) and network management services	5,229
Information technology related training services	2,552	Information technology technical support services	9,283
Internet access services	705	Information technology consulting services	4,731
Application service provisioning	3,197	Software publishing	3,134
Re-sale of computer hardware and software	7,993	Data storage services	690
Other services revenue	9,537	Data management services	1,890
Custom computer programming services (NAICS 541511) total revenue	58,406	Information technology related training services	958
Information technology design and development, total	30,315	Internet access services	528
Custom application design and development	20,763	Web site hosting services	601
Computer systems design, development, and integration services	8,489	Application service provisioning	2,337
Network design and development services	1,153	Re-sale of computer hardware and software	4,879
		Other services revenue	5,589

Source: U.S. Census Bureau, "Service Annual Survey 2002"; published January 2004; <<http://www.census.gov/prod/2004pubs/sas-02.pdf>>.

No. 1274. Advertising—Estimated Expenditures by Medium: 1990 to 2003

[In millions of dollars (129,968 represents \$129,968,000,000). See source for definitions of types of advertising]

Medium	1990	1995	1997	1998	1999	2000	2001	2002	2003 ¹
Total	129,968	165,147	191,307	206,697	222,308	247,472	231,287	236,875	249,156
National	73,638	96,933	112,809	122,271	132,170	151,664	141,797	145,429	154,882
Local	56,330	68,214	78,498	84,426	90,138	95,808	89,490	91,446	94,274
Newspapers	32,281	36,317	41,670	44,292	46,648	49,050	44,255	44,031	45,438
National	3,867	3,996	5,016	5,402	6,358	7,229	6,615	6,806	7,282
Local	28,414	32,321	36,654	38,890	40,290	41,821	37,640	37,225	38,156
Magazines	6,803	8,580	9,821	10,518	11,433	12,370	11,095	10,995	11,765
Broadcast TV	26,616	32,720	36,893	39,173	40,011	44,802	38,881	42,068	43,247
Four TV networks	9,863	11,600	13,020	13,736	13,961	15,888	14,300	15,000	15,252
Syndication	1,109	2,016	2,438	2,609	2,870	3,108	3,102	3,034	3,489
Spot (National)	7,788	9,119	9,999	10,659	10,500	12,264	9,223	10,920	10,647
Spot (Local)	7,856	9,985	11,436	12,169	12,680	13,542	12,256	13,114	13,586
Cable TV	2,631	6,166	8,750	10,340	12,570	15,455	15,536	16,297	18,983
Cable TV networks	2,000	4,500	6,450	7,640	9,405	11,765	11,883	12,071	14,123
Spot (Local)	631	1,666	2,300	2,700	3,165	3,690	3,653	4,226	4,860
Radio	8,726	11,338	13,491	15,073	17,215	19,295	17,861	18,877	19,493
Network	482	480	560	622	684	780	711	775	822
Spot (National)	1,635	1,959	2,455	2,823	3,275	3,668	2,956	3,340	3,540
Spot (Local)	6,609	8,899	10,476	11,628	13,256	14,847	14,194	14,762	15,131
Yellow Pages	8,926	10,236	11,423	11,990	12,652	13,228	13,592	13,776	13,914
National	1,132	1,410	1,711	1,870	1,986	2,093	2,087	2,087	2,108
Local	7,794	8,826	9,712	10,120	10,666	11,135	11,505	11,689	11,806
Direct mail	23,370	32,866	36,890	39,620	41,403	44,591	44,725	46,067	49,061
Business papers	2,875	3,559	4,109	4,232	4,274	4,915	4,468	3,976	3,857
Out of home ²	1,084	1,263	1,455	1,576	1,725	5,176	5,134	5,175	5,304
National	640	701	795	845	925	2,068	2,051	2,061	2,112
Local	444	562	660	731	800	3,108	3,083	3,114	3,192
Internet	(NA)	(NA)	800	1,383	2,832	6,507	5,752	4,883	5,615
Miscellaneous ³	16,556	22,102	26,005	28,500	31,545	32,083	29,988	30,730	32,479
National	12,074	16,147	18,745	20,312	22,264	24,418	22,829	23,414	24,936
Local	4,582	5,955	7,260	8,188	9,281	7,665	7,159	7,316	7,543

NA Not available. ¹ Preliminary data. ² Prior to 2000, represents only "outdoor" billboards. Beginning 2000 includes other forms of outdoor advertising (i.e. transportation vehicles, bus shelters, telephone kiosks, etc.) previously covered under "Miscellaneous." ³ Beginning 2000, part of miscellaneous now included under "Out of home" advertising. See footnote 2.

Source: Universal McCann, New York, NY (copyright). See also <<http://www.universalmcconn.com>>.

No. 1275. Magazine Advertising Revenue by Category: 2000 to 2003

[17,052 represents \$17,052,000,000. Represents the volume of advertising in the consumer magazines belonging to the Publishers Information Bureau]

Category	Pages			Volume (mil. dol.)		
	2000	2002	2003	2000	2002	2003
Total ¹	269,016	228,224	226,049	17,052	16,182	18,318
Automotive	22,295	20,469	22,403	1,730	1,819	2,088
Automotive accessories and equipment	22,012	20,242	22,023	1,711	1,799	2,049
Technology ¹	26,536	13,994	13,684	1,736	1,100	1,143
Telecommunications	4,812	2,375	2,699	311	197	234
Computers and software	17,156	7,942	7,786	1,205	705	729
Home furnishings and supplies ¹	16,611	15,984	16,978	1,197	1,427	1,554
Household furnishings and accessories	4,597	3,801	3,838	272	289	313
Audio and video equipment and supplies	4,507	4,426	4,567	284	353	397
Toiletries and cosmetics ¹	15,741	16,776	17,492	1,218	1,544	1,699
Cosmetics and beauty aids ²	8,781	9,060	9,448	640	820	893
Personal hygiene and health ²	2,818	2,779	3,078	271	296	338
Hair products and accessories ²	2,837	3,433	3,513	217	304	329
Direct response companies	19,554	18,802	17,443	1,034	61	1,112
Apparel and accessories ¹	26,576	22,700	22,434	1,295	1,411	1,513
Ready-to-wear	13,648	10,165	10,302	586	615	674
Footwear	4,058	3,964	3,912	218	211	232
Jewelry and watches	5,021	4,584	4,453	282	302	319
Financial, insurance and real estate	16,976	11,877	10,547	1,154	970	896
Financial	13,453	8,583	7,678	894	694	671
Insurance and real estate	3,524	3,293	2,868	260	276	226
Food and food products ¹	10,693	10,988	10,574	1,140	1,337	1,391
Prepared foods	1,961	2,110	2,038	212	268	270
Dairy, produce, meat and bakery goods	2,858	3,206	3,470	315	398	465
Beverages	1,981	1,768	1,716	197	194	209
Drugs and remedies	12,470	13,899	15,407	1,121	1,418	1,663
Medicines and proprietary remedies	10,506	11,924	13,500	965	1,234	1,476
Media and advertising	15,328	11,872	11,713	1,145	1,080	1,146
Retail stores	19,263	14,166	14,208	1,056	949	986
Retail stores ³	15,869	10,984	10,515	863	737	753
Public transportation, hotels, and resorts	15,421	14,212	12,797	743	736	714
Cigarettes, tobacco and accessories	4,677	2,025	2,400	388	216	269
Beer, wine and liquor	5,016	4,828	4,342	360	414	394
Liquor	3,874	3,495	2,889	286	308	271
Miscellaneous services and amusements	5,803	4,954	4,198	310	301	254
Sporting goods	13,752	12,849	11,209	263	268	253

¹ Includes other categories, not shown separately. ² Women's, men's, and unisex. ³ Includes apparel, business, drugs and toiletries, and food and beverage.

Source: Publishers Information Bureau, Inc., New York, NY, as compiled by Competitive Media Reporting.

No. 1276. Administrative and Support and Waste Management and Remediation Services—Estimated Revenue: 2000 to 2002

[In millions of dollars (408,315 represents \$408,315,000,000), except percent. For taxable and tax-exempt employer firms. Except as indicated, estimates adjusted to the results of the 1997 Economic Census. Based on the Service Annual Survey; see Appendix III]

Kind of business	NAICS code ¹	Estimated Revenue			Percent change, 2001-2002
		2000	2001	2002	
Admin/support waste mgmt/remediation services	56	408,315	409,984	421,107	2.7
Administrative & support services	561	362,246	363,764	375,343	3.2
Office administrative services	56111	48,732	54,729	59,263	8.3
Facilities support services	56121	9,271	9,037	9,093	0.6
Employment services ²	5613	125,181	113,724	114,728	0.9
Temporary help services	56132	74,054	63,857	63,421	-0.7
Employee leasing services	56133	42,855	40,981	41,449	1.1
Business support services ²	5614	47,412	50,856	51,478	1.2
Telephone call centers	56142	16,115	16,647	14,818	-11.0
Business service centers	56143	10,173	10,257	10,099	-1.5
Travel arrangement & reservation services ²	5615	26,611	26,487	26,545	0.2
Travel agencies	56151	10,940	9,607	8,824	-8.1
Other travel arrangement & reservation services	56159	12,616	14,029	14,994	6.9
Investigation and security services	5616	25,869	27,062	29,654	9.6
Investigation, guard, & armored car services	56161	14,895	14,869	16,517	11.1
Security systems services	56162	10,975	12,193	8,962	7.7
Services to buildings & dwellings	5617	41,065	43,744	45,809	4.7
Janitorial services	56172	30,097	32,089	33,054	3.0
Other support services	5619	38,107	38,125	38,774	1.7
Waste management & remediation services	562	46,068	46,220	45,765	-1.0
Waste collection	5621	25,498	25,313	24,863	-1.8
Waste treatment & disposal ³	5622	10,261	10,380	9,830	-5.3
Remediation & other waste management services	5629	10,310	10,527	11,072	5.2

¹ North American Industry Classification System, 1997; see text, Section 15. ² Includes other kinds of business not shown separately. ³ Estimates have not been adjusted to the results of the 1997 Economic Census.

No. 1277. Other Services—Estimated Revenue for Employer and Nonemployer Firms: 2000 to 2002

[In millions of dollars (374,249 represents \$374,249,000,000), except percent. Except where indicated, results have been adjusted to the results of the 1997 Economic Census. Based on the Service Annual Survey. See text, this section and Appendix III.]

Kind of business	NAICS code ¹	Estimated Revenue			Percent change, 2001-2002
		2000	2001	2002	
Other services (except public administration, religious, labor, and political organizations, and private households)	81	374,249	380,208	381,850	0.4
Repair & maintenance	811	146,151	152,326	153,307	0.6
Automotive R&M	8111	85,775	89,667	88,612	-1.2
Electronic and precision equipment R&M ²	8112	18,776	19,141	19,110	-0.2
Commercial equipment (exc auto elec) R&M	8113	22,898	24,411	26,478	8.5
Personal and household goods R&M	8114	18,703	19,107	19,109	2.0
Personal & laundry services	812	99,631	103,426	107,162	3.6
Personal care services	8121	28,782	30,481	32,589	6.9
Hair, nail, & skin care services	81211	24,568	25,654	27,056	5.5
Other personal care services	81219	4,213	4,827	5,534	14.6
Death care services	8122	13,918	14,475	14,434	-0.3
Drycleaning & laundry services	8123	22,629	23,239	23,233	(Z)
Coin-operated laundries & drycleaners	81231	4,303	4,453	4,456	0.1
Drycleaning and laundry services, (exc coin-op)	81232	9,043	9,019	8,992	-0.3
Linen & uniform supply	81233	9,282	9,768	9,786	0.2
Other personal services	8129	34,302	35,230	36,905	4.8
Photofinishing	81292	5,873	5,767	5,958	3.3
Parking lots & garages	81293	7,658	8,126	8,274	1.8
All other personal services	81299	20,772	21,337	22,673	6.3
Religious/grantmaking/prof/like organizations (except religious, labor, and political organizations)	813	128,467	124,457	121,381	-2.5
Grantmaking and giving services ³	8132	63,057	55,978	51,006	-8.9
Social advocacy organizations	8133	10,438	10,871	11,668	7.3
Civic & social organizations	8134	12,175	12,526	13,043	4.1
Business, professional, and other organizations (except labor and political organizations)	8139	42,798	45,083	45,664	1.3

¹ North American Industry Classification System, 1997; see text, Section 15. ² Estimates for NAICS 811219 (other electronics and precision equipment repair and maintenance) have not been adjusted to the results of the 1997 Economic Census. ³ Estimates for NAICS 813211 (grantmaking foundations) have not been adjusted to the results of the 1997 Economic Census.

Source of Tables 1276 and 1277: U.S. Census Bureau, "Service Annual Survey 2002"; published February 2004. See also <<http://www.census.gov/prod/2004pubs/sas-02.pdf>>